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Message Text

UNCLASSIFIED

PAGE 01 JIDDA 04763 070934Z
ACTION COME-00

INFO OCT-01 PASS-00 EB-07 ISO-00 NEA-10 /018 W
----------083686 070953Z /14
R 070447Z JUL 77
FM AMEMBASSY JIDDA
TO SECSTATE WASHDC 8853

UNCLAS JIDDA 4763

E.O. 11652: N/A
TAGS: BBSR, SA
SUBJ: REPLY TO TELEGRAM INQUIRY

TO: MR.D.F. ESPEN
JOSEPH SCHLITZ COMPANY
P.O. BOX 614
MILWAUKEE, WISCONSIN 53201
CABLE: WUD 26675
PHONE: (414) 224-5000

1. CURRENT TRADE STATISTICS ONLY AVAILABLE FOR 1974. DYNAMISM OF SAUDI MARKET MAKES PAST DATA IRRELEVANT TO FUTURE MARKET PROSPECTS FOR NON-ALCOHOLIC BEVERAGES. LOCAL BOTTLERS PROVIDED SOME INFO. SEVEN-UP EXPANDING FROM 7,000 CASES DAILY PRODUCTION TO 40,000. PEPSI COLA NOW PRODUCING 24,000 CASES DAILY. CANADA DRY AND A COLA-LIKE DRINK(KAKI COLA) PRODUCTION ABOUT 8-10,000 CASES DAILY. ASSUMING YOU MEAN TO MAKE NON-ALCOHOLIC BEER, WE HAVE NO DATA PREVIOUS TO CURRENTLY AVAILABLE STATISTICS BUT GERMAN, DUTCH, DANISH AND SWISS PRODUCTS APPEARING ON MARKET AT RAPIDLY IN-CREASING RATE. ONE DEALER ADVISES THAT AT DAMMAM ALONE THERE HAS BEEN RECENT SHIPMENT OF 1.5 MILLION BOTTLES AND CANS OF MALT DRINKS, MOSTLY FROM GERMANY AND SWITZERLAND. OTHER SOURCES ESTIMATE OVER 200,000 CASES IMPORTED IN JIDDA OVER PAST NINE MONTHS.
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PAGE 02 JIDDA 04763 070934Z

2. THUS FAR, MALT BEVERAGE IMPORTED TO SATISFY TASTE EXPATRIATES HERE, OF WHICH 28,000 ARE AMERICANS. THERE ARE ALSO 18,000 KOREANS AND A LARGE NUMBER OF BRITISH WORKERS. TOTAL EXPATRIATE POPULATION BY 1978 ESTIMATED TO REACH OVER 500,000.

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3. ONE LOCAL DEALER CONTACTED FOR INFO, ABDUL MAJEED
BATTERJEE, STATES HE IS INTERESTED IN HANDLING MARKET.
ADDRESS IS SAND COMPANY, P.O. BOX 2550, JIDDA, TELEX
40031 SJ. SUGGESTS, HOWEVER, THAT YOU SEND REPRESENTATIVE.

4. AMERICAN EMBASSY JIDDA.
WEST

NOTE BY OC/T: PASSED ABOVE ADDRESSEE.

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Message Attributes

Automatic Decaptioning: X
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Sent Date: 07-Jul-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Document Unique ID: 00
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Enclosure: n/a
Executive Order: N/A
Errors: N/A
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Review Withdrawn Fields: n/a
SAS ID: 1940723
Secure: OPEN
Status: NATIVE
Subject: REPLY TO TELEGRAM INQUIRY TO: MR.D.F. ESPEN JOSEPH SCHLITZ COMPANY
TAGS: BBSR, SA
To: STATE
Type: TE
vdkvgwkey: odbc://SAS/SAS.dbo.SAS_Docs/b567a66f-c288-dd11-92da-001cc4696bcc
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